



News Release

Milan - March 25th, 2016

TAILORMADESIGN

*when Italian tailoring meets industry
via Cerva 18 Milano*

Know-how, Technology, Innovation and Tailoring are the key words of our design and architecture philosophy. The solutions to any specific needs are realised through an accurate design of the details, a production accomplished through the employment of an excelling and long-time experienced craftsmanship, and the precise use of the most advanced industrial technologies. Four different Italian companies have teamed up with one final goal: custom-made beauty.

Architectural taste and Italian culture stand at the base of a revolution against standardisation and homologation of industrial design. This is going to be displayed in via Cerva 18 in Milan starting from the upcoming April 12th, during the Milan Design Week.

The encounter between contemporary design and artisanal tradition brings forth a new testing field for the designing and realisation of furniture centred on the individual and his comfort.

Thursday April 14th 2016 at 7.00 PM a Cocktail Party has been arranged inside the display area located in Via Cerva 18, in Milan

On that occasion, some recent products are going to be shown, the result of such an experience, made of different materials and colours assembled together: wood, metal, textile, plastic materials.

The key companies involved are:

CARIMATI, a company from the Bergamo area, leader since 1919 in custom-made furniture for shops, bars, restaurants; the younger generation of owners is now focusing more on customization and tailored-made design; www.carimati.it

DRIGANI, a company from the north-east of Italy – Friuli region – founded in 1950, specialised in interior and exterior furnishings; www.drigani.it

SCOLARO, an industry producing beach umbrellas which established its workshop in Padova 40 years ago and since then has become a producer of shade screens, exporting in more than 50 countries in the world; www.scolaro-parasol.it

SFEMTstudio, a young and lively construction, naval engineering and design studio, specialized in architectural composition, aiming at putting man and his needs at the centre starting from aesthetic; www.sfemtstudio.it

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